

## Arts & Humanities Bainbridge

221 Winslow Way W. Ste. 201  
Bainbridge Island, WA 98110  
206-842-7901  
www.ahbainbridge.org

January 14, 2016

### FINAL REPORT to City of Bainbridge Island and LTTAC

#### 1. Summarize the activities undertaken in providing the services described in Attachment A

*Currents* magazine is a full-color arts and culture quarterly which showcases local cultural activities and organizations, has a comprehensive calendar of Bainbridge cultural events and provides advertising opportunities for local businesses and non-profit organizations. Non-profits receive a discounted advertising rate.

As planned, we contracted with Certified Folder for distribution on the ferries and terminals, and printed a total 6,000 for delivery to them. All activities proceed as described in the Timeline in Attachment A.

Prior to LTAC funding, 12,000 *Current* were mailed to every Bainbridge Island household, plus select businesses, the cultural venues on the Island and many Kitsap County locations as well as to the Visit Seattle convention center and the Bainbridge-Seattle WSP ferries and terminals. LTAC underwrote the cost of additional copies for distribution on the ferries and terminals. Those costs included printing, and the vendor fee for distribution of four issues of *Currents* on the ferries. The distribution increased with the support of LTAC funding was:

<i>Spring:</i>	1500 additional copies to Certified Folder for distribution on ferries and terminals
<i>Summer:</i>	1500 additional copies to Certified Folder for distribution on ferries and terminals
<i>Fall:</i>	1500 additional copies to Certified Folder for distribution on ferries and terminals
<i>Winter:</i>	1500 additional copies to Certified Folder for distribution on ferries and terminals

*Total for distribution on ferries: 6,000*

#### 2. Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?

The main objective of the project was to increase tourism by providing as many potential visitors as possible with *Currents* magazine to showcase the arts and cultural offerings of Bainbridge Island and on the Seattle/Bainbridge ferry routes and terminals.

According to the Bainbridge Island Chamber of Commerce, 2015 saw an estimated **23 percentage increase in the amount of visitors to the Community via the ferries** and the Lodging Association

showed an increase in the numbers of overnight stays. While we cannot claim *total* ownership of that increase, the magazine's advertisers and content providers have told us they get a good response to their offerings directly linked to people seeing their content in the publication. We know our sponsors, advertisers and content providers would not continue to purchase space in the magazine if they did not experience positive results, and we consistently have no problem filling advertising space.

The Bainbridge Chamber reported to us that by the end of September 2015, the numbers of visitors noted at the terminal's kiosk was 110,000, surpassing the 2014 overall numbers by over 20,000 individuals. WSDOT ridership reports show that in 2015 the Bainbridge/Seattle ferry ridership increased to 1,953,466. By providing these large numbers of people with information about activities and organizations on Bainbridge Island while they are en-route to Bainbridge, we significantly increased the marketing reach for our contributing organizations and advertising businesses.

Our community's collective objective was definitely achieved. We supplied potential tourists with more-in-depth, focused and enticing information than a brochure can possibly do, and did it both before they decided to travel to Bainbridge Island as well as while they were on their way. This helped visitors find many more things to do on our island than they otherwise might have, increasing the length of their stay and encouraging them to return.

**3. Reference the specific measurable results specified in Attachment A. Where they achieved? If not, what challenges prevented the achievement of the anticipated results?**

We proposed to measure results by the quantity of magazines distributed. We worked closely with the local and area businesses to distribute the proper amount of copies to each location. Certified Folder was a great partner to work with and helped us determine the proper stocking and could tell us how many magazines were out on the ferries and currently in stock at any given time. Because we have been working with helpful and experienced partner for the distribution of the *Currents* Magazine on the ferries, we have specific information about the wide-spread circulation of our publication and know that it is having a positive impact on the level of tourism on Bainbridge through the large numbers of tourists who have access to the magazine on the ferries as well as encouraging people to return here to experience more of the same.

**4. Describe involvement of any partners specified in Attachment A, as well as any unexpected cooperative relationships that developed through implementation of the project.**

While we did not have formal partners for this project, we view the many cultural organizations which gave us information for our cultural calendar, served as sponsors for the publication and bought advertising space all as participating partners in the promotion of Bainbridge as an exciting tourist destination.

**5. Reference the project budget specified in Attachment A. Provide an analysis of actual expenses and income in relation to the projected budget.**

The project stayed close to its budget with a few variations. Postage and delivery saw *an increase*. Project management costs saw a decrease because of changes in staff towards the end of 2015.

**Arts & Humanities Bainbridge**

221 Winslow Way W, Ste 201  
Bainbridge Island, WA 98110  
US



Arts & Humanities  
bainbridge

**BILL TO**

Amber Richards  
City of Bainbridge Island  
280 Madison Ave N  
Bainbridge Island, WA 98110

**INVOICE 1450**

DATE 12/08/2015 TERMS Net 30

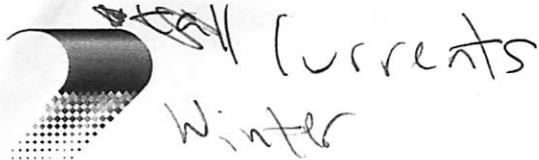
DUE DATE 12/08/2015

DATE	ACTIVITY	AMOUNT
12/31/2015	<b>Grant - LTAC</b> Reimbursement for Printing Expenses - Winter Fall Edition	2,085.00

**TOTAL DUE \$2,085.00**

THANK YOU

Visit us at [www.AHbainbridge.org](http://www.AHbainbridge.org)

**Northwest Publishing Center**

Newman-Burrows

Printing, Publishing and Digital Communications  
Founded 1893

Invoice No.: 50697  
Date: 11/24/2015  
Customer No.: 2BAINBRIDGE  
Job No.: 14307  
Customer PO:  
Salesperson: Isaias Romero

**Bill To:**

BAINBRIDGE ISLAND ARTS & HUMANITIES  
ATTN: Kathy Haskin  
221 WINSLOW WAY W, SUITE 201  
BAINBRIDGE ISLAND WA 98110

**Ship To:**

BAINBRIDGE ISLAND ARTS & HUMANITIES  
ATTN: Kathy Haskin  
221 WINSLOW WAY W, SUITE 201  
BAINBRIDGE ISLAND WA 98110

Quantity	Description	Price Unit	UOM	Price
15,000	Currents Cultural Quarterly 8-1/4x10-5/8, 16 pages Titan Dull Recycled 70# dull/matte 4cp/4cp stitch, prep for Topsheet Topsheet			4,873.00     150.00

**Itemized Tax Summary:**

1729:NB-TUKWILA/SEATTLE PO

486.28

Terms: COD

Sub Total: 5,023.00  
Tax: 486.28  
Freight: 95.71  
Deposit: 0.00  
Total: 5,604.99





JEANETTE  
ALEXANDER  
GRAPHIC  
DESIGN

DATE: 11/30/2015 INVOICE # 5135

*Submitted to mailing  
for Dec 8*

ASSIGNED BY AND INVOICED TO:

Post Ofc Box 10894  
Bainbridge Island  
Washington 98110

Anne Smart /Jenny Coates  
Interim Co-Executive Directors  
Arts & Humanities Bainbridge  
221 Winslow Way W, Suite 201  
Bainbridge Island WA 98110

**10/14 - 11/16 - CURRENTS WINTER 16 PAGE ISSUE**

Consulting, estimates, Photoshop, illustrator and InDesign layout digital design layout, send proofs for review, revise as requested, order printing, proof prepress, revise as needed, provide digital files for web posting (breakdown at commercial rates, discount to nonprofit below)

10/5-16 Studio Tour spot column	1.5 hrs	\$ 112.50
10/16 -23 Bainbridge Arts & Crafts spot page	2 hrs	\$ 150.00
10/15-16 OPG Nutcracker spot column	1.5 hrs	\$ 112.50
10/15 - 11/11 BI Museum of Art spot page (overage is \$90)	3.6 hrs	\$ 270.00
10/5-19 Bainbridge Chorale spot column	1.5 hrs	\$ 112.50
10/5-19 Bloedel Reserve spot column	1.5 hrs	\$ 112.50
10/9-11/11 Ad Pages - evaluate, place, move, send proofs	2.8 hrs	\$ 210.00
10/15 - 11/11 Cover - call for images, mocks, place final, send proofs	2.6 hrs	\$ 195.00
10/30 - 11/12 Calendar Listi Pages (includes gathering/placing images)	3.8 hrs	\$ 285.00
10/19 - 11/12 Pages 2-3 (AHB pages)	4 hrs	\$ 300.00
10/30 - 11/13 Interview Sara Cramer (AHB page)	4 hrs	\$ 300.00
11/11 - 11/13 Final proofs and revisions, all pages	2 hrs	\$ 150.00
11/13 -11/16 Upload files, proof prepress, web files to AHB	1.2 hrs	\$ 90.00

SUBTOTAL HOURS AT COMMERCIAL RATE	32 hrs	\$2,400.00
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Less discount to nonprofit org rate (represents 10 donated hours at discount rate) — \$576.00

SUBTOTAL BILLABLE (averages out to 2 hrs per page at 16 pages)	\$1,824.00
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PLUS one AD production to include in bill: Peter Ross Jewelry	\$ 20.00
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Print proofs	\$35	donated
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Sales tax		NA
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Total payable to Jeanette Alexander Graphic Design	\$1,844.00
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P: 206.842.6368

jalexgd@sounddsl.com

BY APPOINTMENT ONLY:  
1055 Nakata Ave. NW  
Bainbridge Island WA

**BEGINNING NOVEMBER 1, 2015: Commercial rate is \$80/ hour. Nonprofit 501(c)(3) org discount rate is \$60/hour.**  
(PLEASE NOTE: I did not apply rate increase to this winter issue since project began in October)

*Thank you for your business!*

**BEGINNING NOVEMBER 1, 2015: Commercial rate is \$80/ hour. Nonprofit 501(c)(3) org discount rate is \$60/hour.** Invoice due upon receipt. B&O design service tax is included in hourly fee. B&O retail state fee (.00471) is added to sales tax (8.7%) due on all purchases. 1.5% finance charge applied to outstanding balance after 60 days of non receipt. Jeanette Alexander / Jeanette Alexander Graphic Design is released from all legal and financial responsibilities for any copyright infringement of materials provided or requested by above named client for above named projects. PLEASE NOTE: Rates are discounted for 501 (c) (3) nonprofit organizations. Estimates gladly provided. OVER-WEEKEND WORK TO MEET DEADLINE, OR REQUESTS THAT REQUIRE MORE THAN 30 MINUTES WHICH MUST BE COMPLETED SAME DAY WILL OFTEN BE BILLED AT 1.5 TIMES HOURLY RATE, AS OTHER PROJECTS MAY HAVE PRESCHEDULED DEADLINES. MINIMUM CHARGE FOR MISC SERVICES LESS THAN MINUTES: \$20.